

POSITION GUIDE

Job Location:
WMHT
4 Global View
Troy, NY 12180

Title: Membership Manager
Department: Development
Hours: M-F
Type: Full-Time, Exempt
Reports To: VP, Chief Development Officer

Membership Manager Job Description:

WMHT is changing the way we do membership fundraising. We are partnering with a well-respected, public media-industry member service bureau (MSB), to grow WMHT's membership and mid-level activities for donors giving \$1 - \$999, including direct mail, telemarketing, e-marketing programs and operational activities. We are seeking an energetic, detail-oriented person to oversee the MSB, and to manage other key WMHT membership fundraising areas, including on air fundraising and customer service. This position reports directly to the VP, Chief Development Officer, and will work closely with WMHT Staff, outside partners, and members of the viewing and listening public.

The successful candidate will have a detailed understanding of membership fundraising, analytical skills, staff and project management experience, strong interpersonal skills and the ability to work across departments.

Specific Duties:

- Act as primary liaison with WMHT's newly-hired Member Service Bureau(MSB), including campaign scheduling, budgeting, strategizing, training and resource assessment, and reporting
- Act as primary liaison with key WMHT Departments, Digital, Radio, Production, Administration to ensure full coordination and information flow regarding membership activities
- Proactively manage WMHT On Air Fundraising efforts, including goal setting, strategy, program selection, budget, working with Programming and Production, reporting, etc
- Work with TV Production, Radio Departments to create fundraising messaging for all of the WMHT platforms
- Manage the WMHT Customer Service effort
- Supervise the Customer Services Coordinator and the WMHT Fundraising Coordinator, including hiring, training, and evaluating
- Oversee and promote the WMHT Vehicle Donation Program
- Oversee the WMHT Matching Gift Program
- Other duties as assigned

To apply, please email a cover letter and resume to ybelden@wmht.org or mail to:

Valerie Belden
WMHT
4 Global View
Troy, NY 12180

WMHT Educational Telecommunications is an Equal Opportunity Employer M/F. Qualified veterans, women, minorities, and persons with disabilities are encouraged to apply.